



The City of Memphis and Shelby County

Community Redevelopment Agency

CITY HALL 125 NORTH MAIN STREET SUITE 308, MEMPHIS TENNESSEE 38103-2084 (901) 576-6610

Request for Proposals

For

Consulting Services

for the

Uptown Community Plan

December 18, 2017

Submission Deadline: 4:00 p.m. January 17, 2018

1. INTRODUCTION

The City of Memphis and Shelby County Community Redevelopment Agency (the “CRA”) is soliciting proposals from entities (the “Consultant”) with the qualifications and experience to provide Consulting Services for a community plan (the “Plan”) in the Uptown Community Redevelopment Area (herein noted as the “Area”), located in the Uptown Neighborhood of the City of Memphis, Tennessee.

The CRA provides a source of financing to assist public or private enterprise in the elimination of slum and blighted conditions and provision of affordable housing while maximizing return on public investment in the target areas. Tax increment is deposited into a Redevelopment Trust Fund to provide direct assistance for public or private investment in the provision of affordable housing, public infrastructure, and other public purposes consistent with the elimination of slum and blight that helps public and/or private developers, governmental and non-profit agencies leverage capital and provide an array of services consistent with the Community Redevelopment Plan.

As identified by the enabling joint resolution by the City of Memphis and Shelby County, \$95,000,000, may be disbursed as reimbursable projects and their costs are identified and approved by the CRA over the remaining duration (approximately 14 years) of the Uptown TIF. The primary goal of the Plan is to assist the CRA and the Uptown community in prioritizing and maximizing the leverage of this spending over the 14 year period.

The selected Consultant will work with the CRA Board and its staff, Uptown community residents, and stakeholders to create the Uptown Community Plan. The Plan is intended to identify areas of focus, community priorities, and potential projects. At a minimum, the Plan must:

- Establish a shared vision for the neighborhood;
- Provide analysis of existing conditions;
- Make necessary land use recommendations;
- Identify potential infrastructure needs,
- Identify housing needs;
- Identify opportunities for strengthening connections between housing and jobs;
- Identify possible building types and outline community design guidelines;
- Outline strategies for strengthening commercial development and market rate housing opportunities;
- Propose a phasing plan for infrastructure and infill development; and
- Outline an implementation process that will detail how projects in the Uptown Redevelopment Area are initiated and implemented.

2. INVITATION FOR PROPOSAL

The CRA has proposed to retain a qualified firm or firms to provide Consulting Services required for the development of a Community Plan for in the Uptown Community Redevelopment Area. These services should include Urban Planning and Design, Market Analysis, Community Engagement, and Financial Implementation. ***In order to expedite the process and reduce costs, the CRA may utilize CRA staff and/or the Interim Executive Director and/or his team to***

provide existing conditions base maps, existing plans and studies, and manage, but not conduct, the community planning process.

1. To facilitate the selection of a Consultant for this Project, interested firms are invited to submit a proposal for consideration. The proposal should contain, at minimum, the information requested in this Request for Proposals.
2. An electronic copy of the proposal should be e-mailed to Andrew.Murray@memphistn.gov and three (3) copies of the proposal, marked on the outside of the envelope “Uptown Community Plan Consulting Services RFP” should be delivered to:

Andrew Z. Murray, AICP, LEED GA
Interim Executive Director
City of Memphis and Shelby County Community Redevelopment Agency
City Hall
125 N. Main Street, Suite 308
Memphis, TN 38103-2084

The proposals should be delivered no later than **4:00 p.m. January 17, 2018.**

The CRA reserves the right to reject any or all proposals submitted.

The CRA reserves the right to select all, or a portion of responding team(s) in order to meet M/WBE and LOSB goals.

3. CRA staff will evaluate the proposals. Interviews with a short list of firms may be held. CRA staff will submit their recommendation to the CRA Board for approval.
4. Any inquiries concerning the proposal should be directed to Andrew Z. Murray, CRA Interim Executive Director at Andrew.murray@memphistn.gov. All questions shall be received by **January 4, 2017**. Responses to all questions will be posted to the CRA’s website.
5. Contact with CRA Board members during the submittal and review process is prohibited.
6. Proposals received after the date and hour of the proposal due date shall not be considered.
7. Any exceptions shall be stated by the Consultant in their proposal.
8. The CRA is not liable for any cost which the Consultant may incur in connection with the preparation or presentation of its proposal.

3. DESCRIPTION OF THE UPTOWN NEIGHBORHOOD

The Plan Area includes parcels and rights of way identified in attached **Exhibit A.**

The CRA has been instrumental in the ongoing rehabilitation of the Uptown neighborhood, for example, with over 850 homes and apartments built and 30,000 square feet of roads sidewalks and alleyways improved in the past 15 years. The medical and educational institutions in the Memphis Medical District have more than 24,000 employees and students, a collective operating

budget of more than \$3 Billion, and planned capital investments of more than \$3 Billion. Specifically, St. Jude Children’s Research Hospital has recently announced a \$1 Billion facilities expansion and plans to hire 1,800 new employees and Methodist LeBonheur Healthcare employs more than 5,700 people. Both of these institutions are important community partners in this effort. The investments in the Medical District are expected to result in additional investment of private and public funding for infrastructure improvements, housing and commercial real estate development.

This and other current and proposed plans and projects for the Area necessitate the CRA engage residents and community stakeholders to ensure that the next phase of the redevelopment is community-based and community-driven thus being consistent with the desires and needs of the community.

4. SCOPE OF SERVICES

The following is a suggested scope of services.

A. Phase One: Pre-Charrette

- Examine the existing conditions and potential for development/redevelopment on the neighborhood.
- Pre-charrette fact finding trip to Uptown
- Meeting with CRA staff
- Meeting with community stakeholders
- Conduct neighborhood listening session

B. Phase Two: 5-day Charrette

- Charrette Meetings with Stakeholders at various community centers (including neighborhood residents, property owners, Uptown Community Advisory Committee, City staff, etc.)
- Public charrette pin-up session
- Public presentation of initial findings

C. Phase Three

- Consultant will prepare a draft Plan that will identify areas of focus, community priorities, and potential projects. At a minimum, the Plan must:
 - Establish a shared vision for the neighborhood;
 - Provide analysis of existing conditions;
 - Make necessary land use recommendations;
 - Identify potential infrastructure needs,
 - Identify housing needs;
 - Identify opportunities for strengthening connections between housing and jobs;
 - Identify possible building types and outline community design guidelines;
 - Outline strategies for strengthening commercial development and market rate housing opportunities;
 - Propose a phasing plan for infrastructure and infill development; and
 - Outline an implementation process that will detail how projects in the Uptown Redevelopment Area are initiated and implemented.
- Public presentation of the draft Plan.

D. Phase Four - Implementation

Final presentation of Plan including Implementation Process to the Uptown Community Advisory Committee, CRA staff and Board.

5. SCHEDULE

The following is the schedule of events which are anticipated by the CRA for the implementation and completion of the plan. The CRA may, in its discretion, revise the schedule of events at any time as may be in its best interest:

Publish Request for Proposal	December 18, 2017
Questions Due from Consultant	January 4, 2018
CRA's Response to Questions	January 5, 2018
Proposals Due	January 17, 2018
Award Contract	February 1, 2018

Following the notification of the successful Consultant, it is expected a contract will be executed between both parties as soon as possible.

The CRA would like the plan to be completed within a **four-month timeframe** no later than May 2018.

6. STATEMENT OF QUALIFICATIONS & PROPOSAL

Responses to the RFP should include the following general components:

A. General Company Qualifications

1. An overview of the company
2. The location of the firm's headquarters
3. Firm's organizational structure
4. The total number of local employees

B. Minority and Women Business Enterprise Policies

It is the policy of the CRA that minority and women-owned businesses shall have the maximum opportunity to participate in the performance of contracts using taxpayer funds.

1. For all projects, the CRA sets an overall combined goal of 40% M/WBE participation for Professional Services, with a 26% for MBE and a 14% goal for WBE, as defined by Shelby County ordinance.
2. Within its overall goal for M/WBE participation, the CRA sets goals for goods and services categories consistent with those of the City of Memphis as outlined in Ordinance 5384, Sec. 2-327, using the ratio of the M/WBE participation goals for each sector.
3. The CRA's Locally Owned Small Business (LOSB) participation goal is 20%.

4. The CRA will monitor its projects, requiring contractors to submit regularly reports, and reviewing the goals on an annual basis

C. Related Project Experience

1. List the projects your organization has completed in the last five years, or is currently working in community planning and urban design for a municipality, county, corridor, or neighborhood.
 - Project Name
 - Location
 - Brief Description
 - Year Completed
 - Project Contact
2. List other relevant or similar project experience completed in the last five years. Include the following:
 - Project Name
 - Location
 - Brief Description
 - Year Complete
 - Project Contact

D. Project Management Plan & Key Personnel

1. Provide a written description of your management plan that sufficiently defines your approach to the Plan.
2. Provide resumes of your professional staff, and descriptions of the roles and responsibilities they will assume for the Project.
3. Provide a description or chart of which professional staff that will be directly involved in the pre-construction and construction phases of the Project.

E. Selection Process

The CRA will use the following process when selecting the Consultant:

1. The CRA intends to award the Contract to that qualified firm or firms which best demonstrates the commitment and application of experience, resources and methods required for the Plan as well as the schedule objectives established by the CRA.
2. Your written response to this RFP will be used to evaluate your firm's or team's qualifications, those of your proposed team members and the suitability of your indicated approach. A short list of firms or teams may be selected for follow-up interviews.
3. Each proposal will be scored on a scale of 1 to 100 points. If the CRA hosts oral presentations, submissions will be re-scored at the conclusion of the presentations. Each section of the proposal will receive the following points:
 - General Company Qualifications (25)
 - Related Project Experience (30)
 - Project Plan & Key Personnel (25)
 - Demonstrated Ability to Engage, Listen to, and Represent Diverse Communities (20)
4. At each stage of the process, the CRA will consider any number of individual factors

weighing on each firm or team's qualifications. The considerations will include but are not limited to the following:

- The experience and capabilities of the firm involved. This will focus on projects of similar scope and experience with public entities.
 - The experience and capabilities of key personnel on the project team to projects of similar scope.
 - How well the approach or plan of the project team appears to integrate with the Project's specific needs.
 - How well the Consultant meets the MWBE and LOSB goals as set in the CRA's policies and procedures.
 - The ability of the project team to interact and work with diverse public and private groups or representatives who may be concerned with the impact of the Plan.
 - The financial stability and general reliability of the firm or team as indicated by documents, historic projects and references.
 - A demonstrated ability to see project completed on schedule and within budget.
5. The CRA reserves the right to reject any and all proposals, to waive any informality in them and to reject the lowest cost proposal for any reason.
 6. The CRA reserves the right to negotiate any and all elements of this proposal.

7. ADDENDA TO REQUEST FOR PROPOSALS

If the Consultant has any questions concerning this RFP, the question shall be submitted to the CRA. A written answer will be given in an Addendum issued by the CRA which shall be made available on the CRA's website. All questions regarding this specification shall be directed no later than January 4th, 2018 to Andrew Z. Murray, CRA Interim Executive Director, in writing to: City Hall, 125 North Main Street, Suite 308, Memphis, TN 38103, or email at Andrew.murray@memphistn.gov.

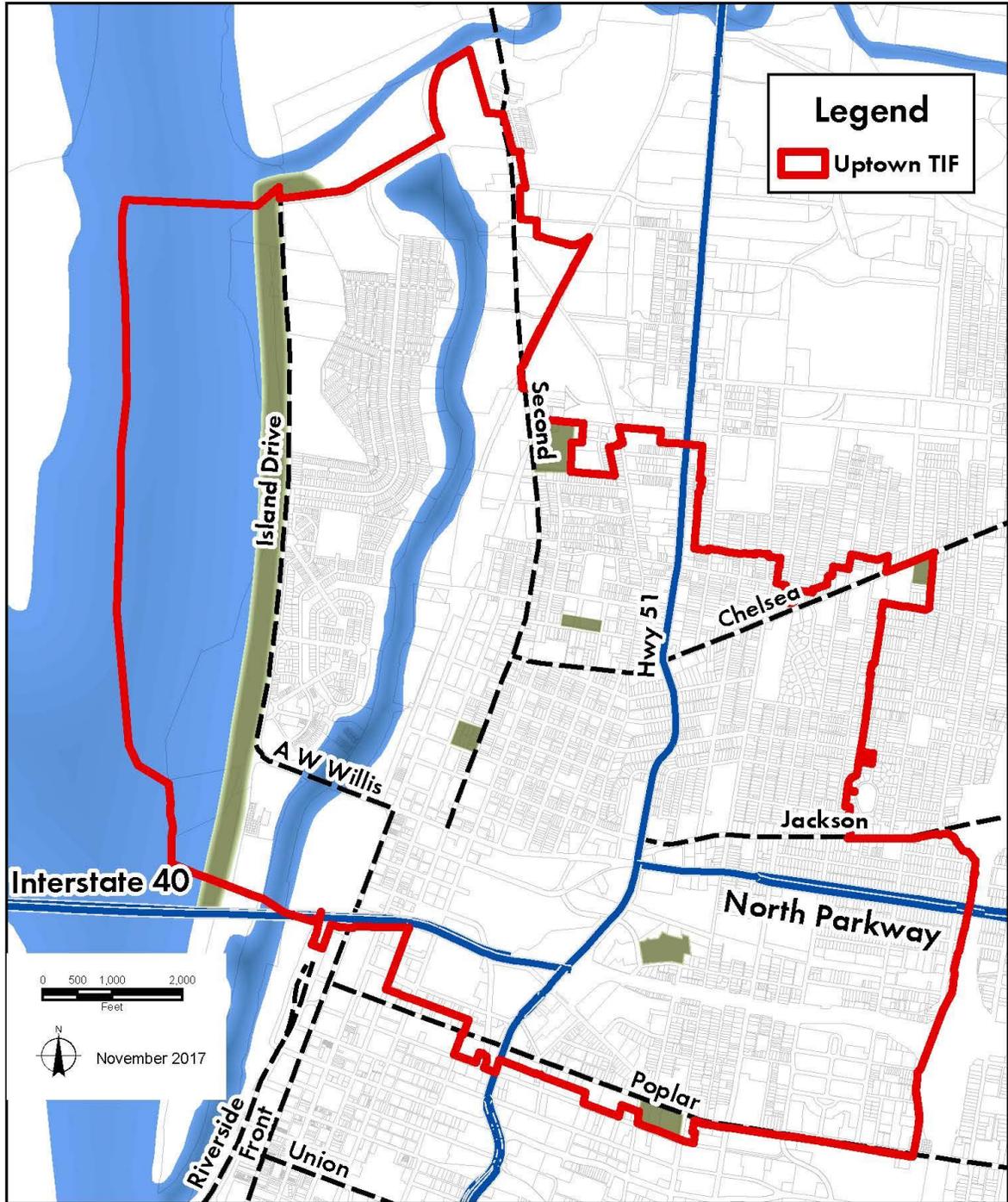
8. INSURANCE

Upon selection, the Consultant will be required to submit proof of insurance, to the extent required by the CRA.

9. REQUIRED AFFIDAVITS

Upon selection, the Consultant will be required to submit affidavits affirming compliance with local, state, and federal laws as well as the policies and procedures of the CRA. This requirement must be satisfied during the bid process and any future agreement. It is the sole responsibility of the Consultant to ensure that this requirement is satisfied, and the CRA assumes no responsibility or liability.

EXHIBIT A
UPTOWN TIF BOUNDARY



Uptown TIF Boundary

Memphis, Tennessee

